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**The local evaluation of Halton's Healthy Living
Programme**

**Annual reach report
August 2004 - July 2005**

Simon Alford
Tanya Samuels
Catherine Perry

October 2005

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Table of contents

	Page
Acknowledgements	i
Table of contents	ii
List of tables	iv
List of figures	v
1 Introduction	1
1.1 Evaluation strategy	1
1.2 The monitoring database	2
2 Summary	4
3 Results	7
3.1 Registrations	7
3.1.1 Registration by gender	12
3.1.2 Registration by age	12
3.1.3 Registration by disability	13
3.1.4 Registration by ethnicity	13
3.2 Service users	13
3.2.1 Gender of services users	18
3.2.2 Age of service users	18
3.2.3 Disabled service users	18
3.2.4 Ethnicity of service users	19
3.3 Strands used	19
3.3.1 Recharge users	20
3.3.2 Food users	21
3.3.3 Arts users	21
3.3.4 Complementary Therapy users	22
3.3.5 Physical Activity users	22
3.4 Contacts	23
3.4.1 Gender of contacts	23
3.4.2 Age of contacts	23
3.4.3 Disabled user contacts	24
3.4.4 Ethnicity of user contacts	24
3.5 Service strand contacts	25
3.5.1 Recharge contacts	25
3.5.2 Food contacts	25
3.5.3 Arts contacts	25
3.5.4 Complementary Therapy contacts	26

3.5.5	Physical Activity contacts	26
3.6	Analysis of service use by registration period	27
3.6.1	Registration by gender	27
3.7	Events	29
4	Conclusion	31
	References	33
Appendix 1	Registration form	34
Appendix 2	Quarterly analysis of August 2004 – July 2005 data	35
Appendix 3	Six monthly analysis of registration and continued service usage	36

List of tables

Table		Page
3.1.1	Percentage increase in total registrations by ward	8
3.1.2	Percentage of ward populations registered	10
3.2.1	Percentage of registered individuals using activities by ward in 2004/2005	15
3.2.2	Number of registered members accessing services by initial contact	18
3.4.1	Contacts made through each strand in 2004/2005 compared to 2003/2004	23
3.7.1	Number of Events held in 2003/2004 and 2004/2005	30
3.7.2	Contacts made through Events in 2003/2004 and 2004/2005	30

List of figures

Figure		Page
1.1	Ward boundaries in Halton	3
3.1.1	Registrations by ward	7
3.1.2	HHLF registrations by ward and rank of deprivation	9
3.1.3	Total number of registrations by month 2004/2005	11
3.1.4	Registrations by route of contact with HHLF	12
3.2.1	HHLF users by ward and rank of deprivation	14
3.2.2	Number of service users by month and total contacts	16
3.2.3	Number of strands accessed by users	17
3.3.1	Service users by service strand	19
3.3.2	Number of users by service strand in 2003/2004 and 2004/2005	20
3.4.2.1	Age distribution of contacts for 2003/2004 and 2004/2005.	24
3.6.1	Registration by gender (2003-2005)	27
3.6.2	Registration and service usage in 2004/2005 by registration period	28
3.6.3	Average number of contacts per person by registration period (2004/2005)	29

1 Introduction

The Healthy Living Centre (HLC) initiative aims to help people maximise their opportunities for health and well-being and is intended to complement the Government's health strategies for the United Kingdom (Meyrick & Sinkler, 1999). Nationally, HLCs are designed to provide innovative and holistic approaches to healthy living (New Opportunities Fund [NOF], 2005a). Halton's Healthy Living Programme (HHLP) is one of 350 HLCs in the UK supported through the New Opportunities Fund (Lottery funding), and is funded until 2006.

Healthy living centres aim to promote good health in its broadest sense, to reduce health inequalities and improve the health of the worst off in society (NOF, 2005b). HHLP attempts to improve the health of the most disadvantaged 20% of the population who live and/or work in the Borough. HHLP has been overseen by a multidisciplinary Management Steering Board and there are four key strands of activity: Arts, Complementary Therapy, Food and Physical Activity.

1.1 Evaluation strategy

A national evaluation of the HLC initiative is being carried out, led by the Bridge Consortium. In addition, all Healthy Living Centres or Programmes are required to undertake a local evaluation of the services they provide. There have been three aspects to the local evaluation of HHLP:

- monitoring the 'reach' of HHLP;
- development of HHLP;
- exploring the outcomes of some of HHLP's activities.

This report details findings from monitoring the reach of HHLP.

A database was established in order to register and monitor individuals presenting at HHLP activities. Individuals participating in HHLP activities were asked if they had registered with HHLP. If not, a request was made that they fill in a short registration form (Appendix 1). New users were issued with a unique identification number and given a card with this number. Subsequently, whenever they attended an HHLP activity, a record of their attendance was made using either their name or number in order to monitor patterns of usage. Each of the four HHLP co-ordinators (Arts, Complementary Therapy, Food and Physical Activity) have individual databases on which they record their 'contacts' with registered users. Monthly totals of contacts are

transferred (electronically) by each co-ordinator to HHLP administrator for entry onto the main database.

Through such a monitoring system, a picture of contacts with registered users across the whole of HHLP has been developed and, importantly, it is possible to distinguish between the number of individual *people* using HHLP and the number of *contacts* that they have made. However, there are some situations in which it may not be possible to ascertain whether individuals are registered HHLP users, or indeed to ask them to register. For example, events such as 'fun days' or the Halton show at which many people may participate briefly in HHLP activities, or work undertaken with large groups of children in schools. Therefore, in addition to the registration and monitoring system, each HHLP co-ordinator has an 'events' database on which they record details of these activities and provide an actual or estimated figure of the number of participants. This allows a picture of these events to be gathered.

Monitoring HHLP patterns of use by looking at the wards where users live will enable the extent to which HHLP has made progress towards its objective of encouraging the most disadvantaged 20% of the population to participate in 'healthy living' activities to be established.

This report is the second of its kind to be carried out by the Centre for Public Health Research (CPHR) on behalf of HHLP. It presents the registrations, contact and events data for the year August 2004 to July 2005. Comparison will be made with the results of the 2003/2004 reach report. It is planned to repeat this exercise and produce a third reach report at the end of August 2006.

1.2 The monitoring database

When assessing the reach of HHLP and individual activities a number of factors have been considered:

- the number of people registering;
- how many of the services are used and how often;
- the geographical 'reach', to explore the extent to which activities reach people from different areas of Halton;
- the use of activities by different groups of people: gender, age (within defined age ranges), number of disabled users and ethnicity of users;
- patterns of registration and service use from 2003 onwards.

On the database, the following information is recorded for each individual:

- name;
- address;
- ward of residence (see Figure 1.1);
- date of birth;
- gender;
- ethnicity;
- disability;
- date of registration (member);
- how the member first contacted HHLP;
- frequency of use;
- total number of contacts for each individual.

The findings from the monitoring database for the year August 2004 to July 2005 are presented in the following pages. A quarterly analysis of the data is also presented (Appendix 2).

Figure 1.1 Ward boundaries in Halton



2 Summary

In the twelve-month period from August 2004 to July 2005, a total of 356 people registered with HHLP, increasing the total number of people registered with the programme to 1,136. Of those registered, 527 (46%) people used activities after their initial registration with HHLP (service users). This was lower than 2003/2004, when 53% who registered used services. Over the year (August 2004-July 2005), 455 (86%) of service users participated in just one strand provided by HHLP (Food, Arts, Complementary Therapy or Physical Activity), 55 (13%) participated in two different strands and five (1%) people participated in three different strands. In total, 8,618 contacts were made with HHLP in 2004/2005, an increase of 67% on the contacts made in 2003/2004. Events also saw a 48% increase in the number of contacts from 12,064 in 2003/2004 to 17,846 in 2004/2005, although there were fewer events.

Wards

- Registrations increased from every ward in Halton between 2004/2005 and 2003/2004.
- When examining the proportion of total ward populations registered with HHLP, there is some indication that wards with higher deprivation rankings had a high proportion of the population registered.
- The percentage of HHLP users by ward does not clearly reflect a pattern of high usage from areas of higher deprivation.

Gender

- 79% of those registered were female and 21% male.
- The percentage of females registered with HHLP increased in 2004/2005 compared to the previous year.
- Of those who registered and used HHLP activities, 86% were female compared to 14% male.

Age

- Of those registered, 782 (69%) were aged between 16 and 65 years old, 269 (24%) were over 65 and 14 (1%) under 16. Seventy-four people (7%) failed to disclose their age.
- Those aged 65 and older who registered are more likely to go on to use HHLP activities. 61% of those aged over 65 used activities, whilst 31% of those aged between 16 and 65 participated as did 1% of those under 16 years old.

Disability

- Of those registered, 161 (14%) people identified themselves as disabled.
- 53% of disabled people who registered used HHLP activities, an increase from 51% in 2003/2004.

Ethnicity

- Of those registered, 37 (3%) people identified themselves as from an ethnic group other than White-British.
- Of all service users, 14 (2.7%) were from a non White-British ethnic group. This figure reflects favourably with the population of Halton which has a low representation of ethnic minorities (1.2%).

Activities

- Physical Activities recorded the highest number of users. A total of 220 (42%) users accessed Physical Activity sessions, 144 (27%) accessed Complementary Therapy, 132 (25%) accessed Recharge, 63 (12%) accessed Arts and 45 (9%) used Food activities.

Contacts

- 8,618 contacts were made across all activity areas, up 67% from 2003/2004.
- 5,051 (59%) of all contacts were made through Physical Activity, 2,228 (26%) by Recharge, 797 (9%) contacts by Complementary Therapy, 389 (5%) contacts were made by Arts and 153 (2%) contacts were made by Food.
- 23% of all contacts were made by males, who made up just 14% of the users.

Events

- 17,846 contacts were made through all events carried out in the community, up 48% on 2003/2004.
- Food accounted for 8,452 (47%) of all events contacts in 2004/2005, whilst 6,588 (37%) events contacts were made by Physical Activity, 1,669 (9%) events contacts were made by Complementary Therapy and 1,137 (6%) events contacts were made by the Arts.
- 65 events were undertaken in 2004/2005 compared to 294 in 2004/2003.

When examining contact data, consideration should be given to the nature of a contact and how that might impact on the numbers seen. Physical Activities have seen a large increase in the number of contacts, however many of these activities are provided on a group basis in comparison, for example, to Complementary Therapies, which are usually delivered on a one-to-one basis.

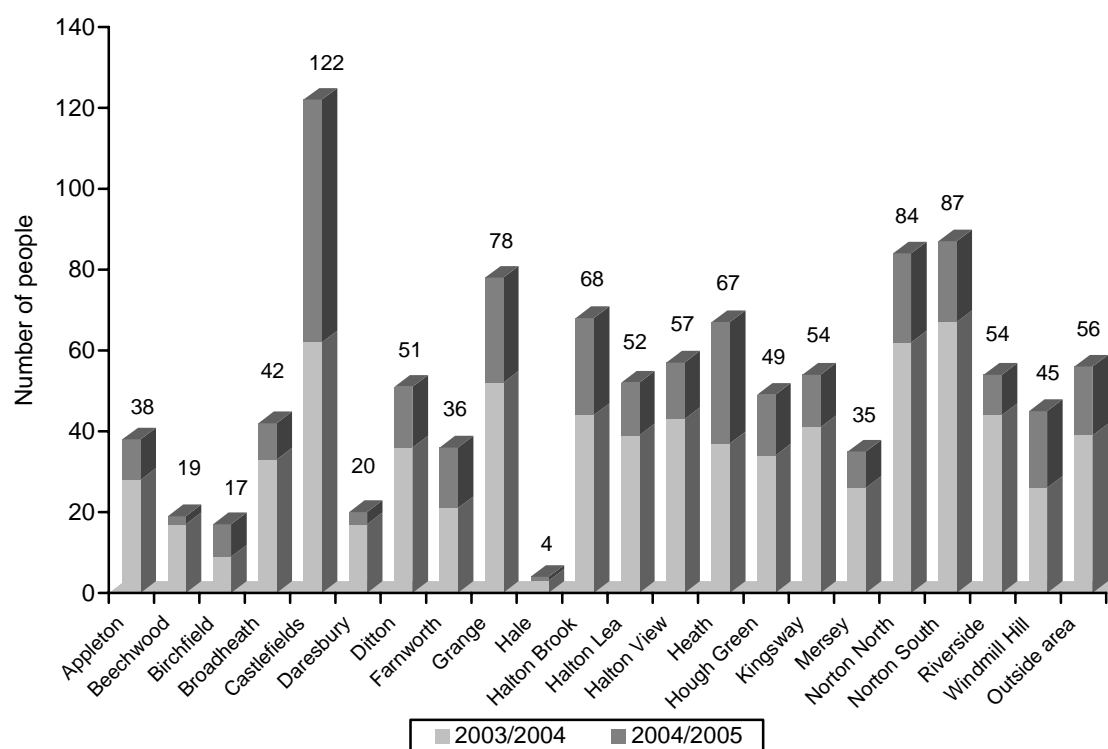
The number of people registering with HHLP continued to grow in 2004/2005. All strands reported increases in the total number of contacts made either through individual contacts or events. There appears to be a need to try and increase participation from both males and those aged 16-65. However, it can be concluded that HHLP is continuing to make progress towards targeting and encouraging the most disadvantaged 20% of the population to participate in healthy living activities.

3 Results

3.1 Registrations

In the twelve-month period from August 2004 to July 2005, a total of 356 people registered with HHLP, taking the current number of registrations to 1,136. Figure 3.1.1 illustrates the breakdown of the people who have registered since HHLP was set up, from the 21 wards that make up Halton. In addition, the number of people who registered from outside of Halton are also shown.

Figure 3.1.1 Registrations by ward



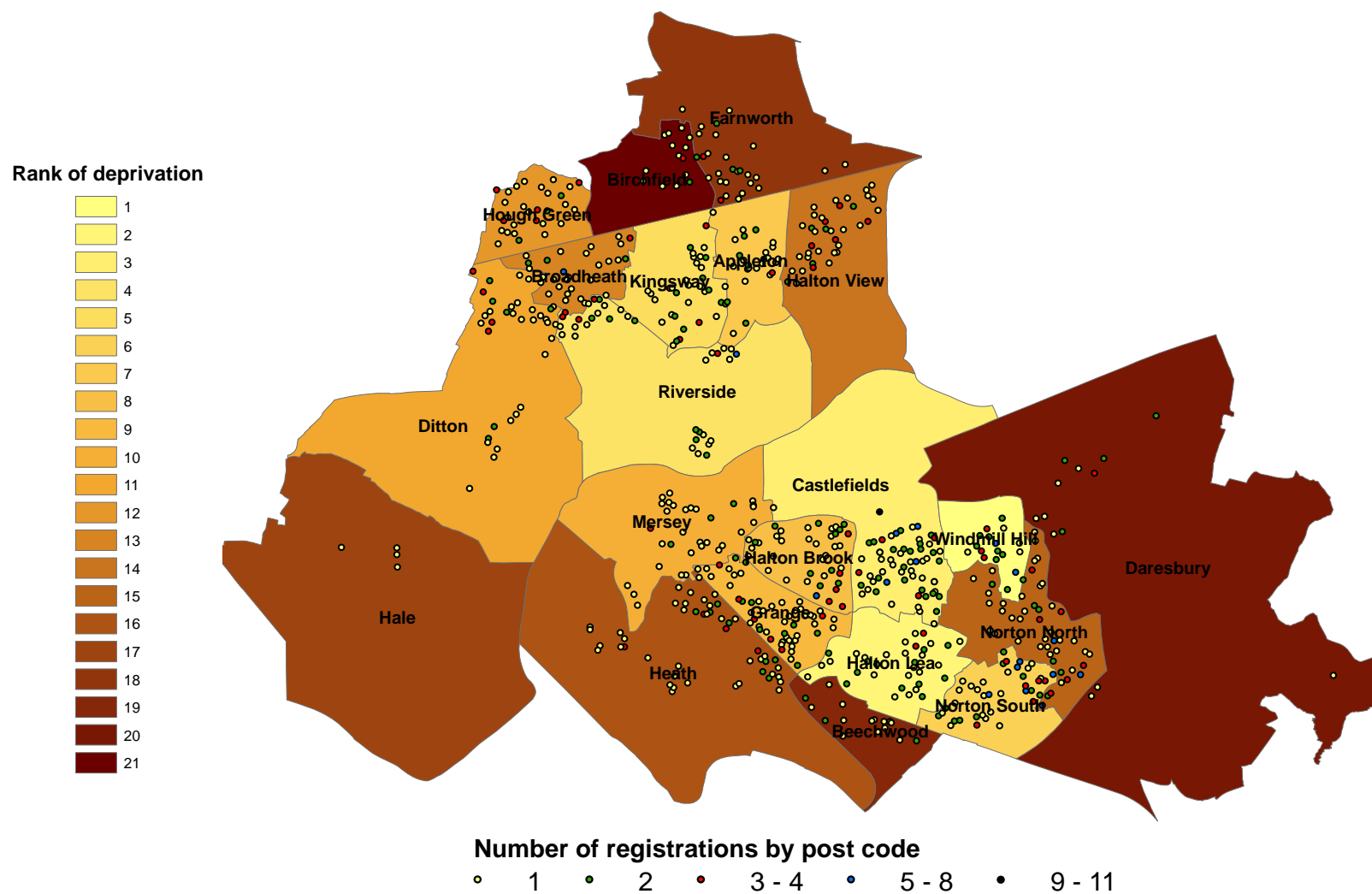
It can be seen from Figure 3.1.1 that people continued to register with HHLP from every ward in 2004/2005. The largest increase in registration when compared to 2003/2004 figures was in Castlefields (97% increase), followed by Birchfield (89% increase). In these wards, nearly the same number of people registered during 2004/2005 as during 2003/2004. In no ward did more people register during 2004/2005 than during 2003/2004. Table 3.1.1 shows the percentage increase in registrations for all the wards between 2003/2004 and 2004/2005.

Table 3.1.1 Percentage increase in total registrations by ward

Ward	Number of registrations 2003-2004	Number of registrations 2004-2005	Total registrations 2004-2005	% increase
Castlefields	62	60	122	97
Birchfield	9	8	17	89
Heath	37	30	67	81
Windmill Hill	26	19	45	73
Farnworth	21	15	36	71
Halton Brook	44	24	68	55
Grange	52	26	78	50
Hough Green	34	15	49	44
Outside area	44	17	56	44
Ditton	36	15	51	42
Appleton	28	10	38	36
Mersey	26	9	35	35
Norton North	62	22	84	35
Hale	3	1	4	33
Halton Lea	39	13	52	33
Halton View	43	14	57	33
Kingsway	41	13	54	32
Norton South	67	20	87	30
Broadheath	33	9	42	27
Riverside	44	10	54	23
Daresbury	17	3	20	18
Beechwood	17	2	19	12

In order to establish the percentage of the population of each ward registered with HHLP, the numbers of residents living in each ward were obtained from Halton Borough Council (Halton Borough Council, 2005). Deprivation scores were also obtained from the same source. Ward population totals were divided by the number of people registered with HHLP from each ward. Registration by wards are illustrated in Figure 3.1.2.

Figure 3.1.2 HHLP registrations by ward and rank of deprivation



As it can be seen in Figure 3.1.2, in general, the wards ranked high in terms of deprivation had higher numbers of registrations. The percentage of the ward population registered with HHLP is shown in Table 3.1.2. Once again those wards ranked higher for deprivation appear in general to have higher number of registrations. Notable exceptions are Halton Lea and Appleton who are ranked high for deprivation but have a lower percentage of the ward population registering with HHLP.

Table 3.1.2 Percentage of ward populations registered

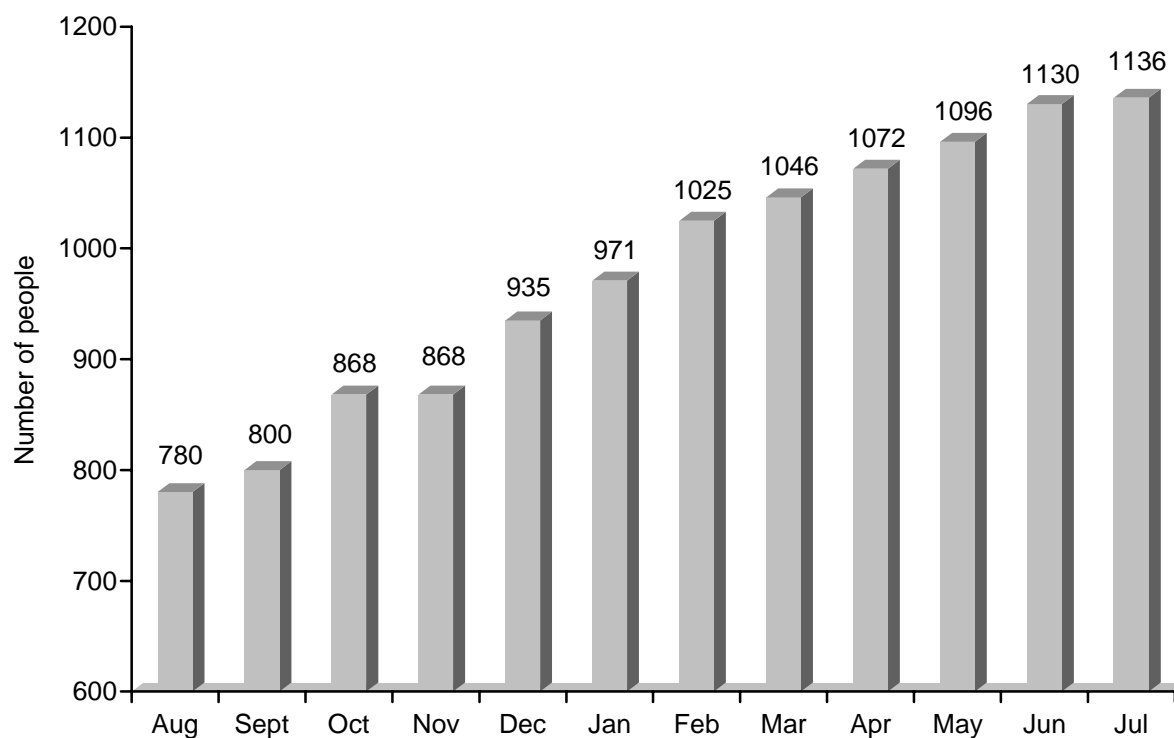
Deprivation ranking	Ward	Percentage of ward population registered
3	Castlefields	1.90
1	Windmill Hill	1.85
15	Norton North	1.29
16	Heath	1.22
6	Norton South	1.20
9	Grange	1.14
4	Riverside	1.12
8	Halton Brook	1.03
5	Kingsway	0.89
14	Halton View	0.83
11	Ditton	0.82
2	Halton Lea	0.81
12	Hough Green	0.69
13	Broadheath	0.65
18	Farnworth	0.61
7	Appleton	0.59
10	Mersey	0.57
20	Daresbury	0.51
19	Beechwood	0.48
21	Birchfield	0.38
17	Hale	0.21

Figure 3.1.3 illustrates the total number of people who were registered with HHLP in each month from August 2004 to July 2005. It shows the number of registrations continuing to rise, with new registrations occurring in every month with the exception of August and November.

Adaptation of the recording process has ensured that newly registered members are recorded onto the database according to the date on which they first had contact and registered with HHLP. Such changes allow the true number of registrations for each

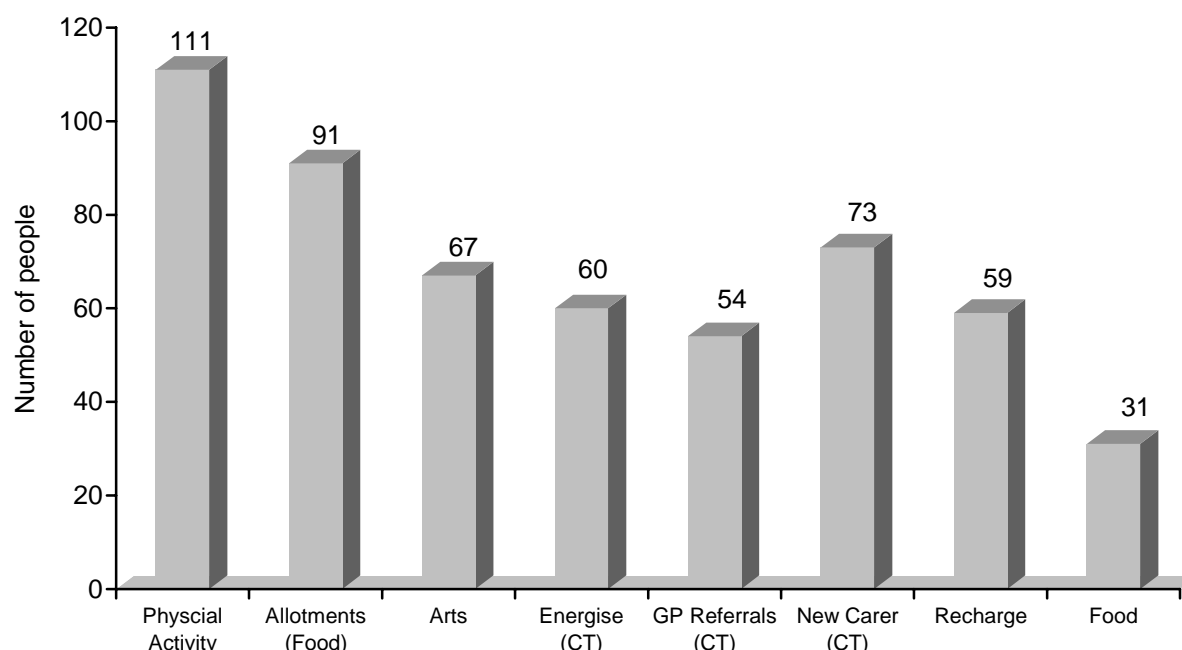
month to be identified. Previously, during 2003/2004, the date on which an individual was entered onto the database was recorded.

Figure 3.1.3 Total number of registrations by month 2004/2005



In order to further monitor registrations, the route of the initial contact with HHLP was recorded from June 2004 under eight heading (Arts, Food, Physical Activity, Allotments, GP referrals, Energise, New Carer or Recharge). Energise, GP Referrals and New Carers all came under the Complementary Therapy (CT) strand whilst Allotments are affiliated to the Food strand. Such monitoring may help to illuminate trends in registrations and service activity usage. The details of routes of contact can be seen in Figure 3.1.4.

Figure 3.1.4 Registrations by route of contact with HHLP



3.1.1 Registration by gender

Of the 1,136 people registered with HHLP in July 2005, 903 (79%) were female and 233 (21%) were male. The resident population of Halton, as recorded in the 2001 Census, was 52% female and 48% male (Office for National Statistics [ONS], 2005). Therefore, females are over represented among those registered with HHLP.

3.1.2 Registration by age

Of those people registered with HHLP, 782 (69%) were aged between 16 and 65 years old, 269 (24%) were over 65, and 14 (1%) under 16. Seventy-four people (7%) failed to disclose their age. The 2001 Census reports 65% of Halton are aged between 16 and 65, 14% over 65, and 22% under 16 (ONS, 2005). Therefore, HHLP registrations do not fully reflect the age of the Halton population as a whole. Those aged over 65 years old are over-represented, which reflects the findings reported within the national evaluation of HLCs (NOF, 2004). Those aged under 16 years old are under represented. However, those under 16 are often reached through the events programme at shows and in schools where registration is not conducted. All of the events recorded on the events database will be examined in further detail in section 3.7.

3.1.3 Registration by disability

161 (14%) of those registered with HHLP identified themselves as disabled. This compares with 10% of Halton residents who were recorded as either disabled or permanently sick in the 2001 Census (ONS, 2005). Thus it can be seen that HHLP is attracting people with disabilities.

3.1.4 Registration by ethnicity

37 (3%) people registered identified themselves as from an ethnic group other than White-British, whilst 107 people (9%) failed to disclose their ethnicity upon registering. Only 1.2% of Halton residents were of ethnic groups other than White-British according to the 2001 Census (ONS, 2005). Therefore, residents from ethnic groups other than White-British are well represented within HHLP.

3.2 Service users

Of the 1,136 people registered with HHLP, 527 (46%) people used activities after their initial registration with the project (service users). Those registered with HHLP who have used activities are illustrated in Figure 3.2.1.

Figure 3.2.1 HHLP users by ward and rank of deprivation

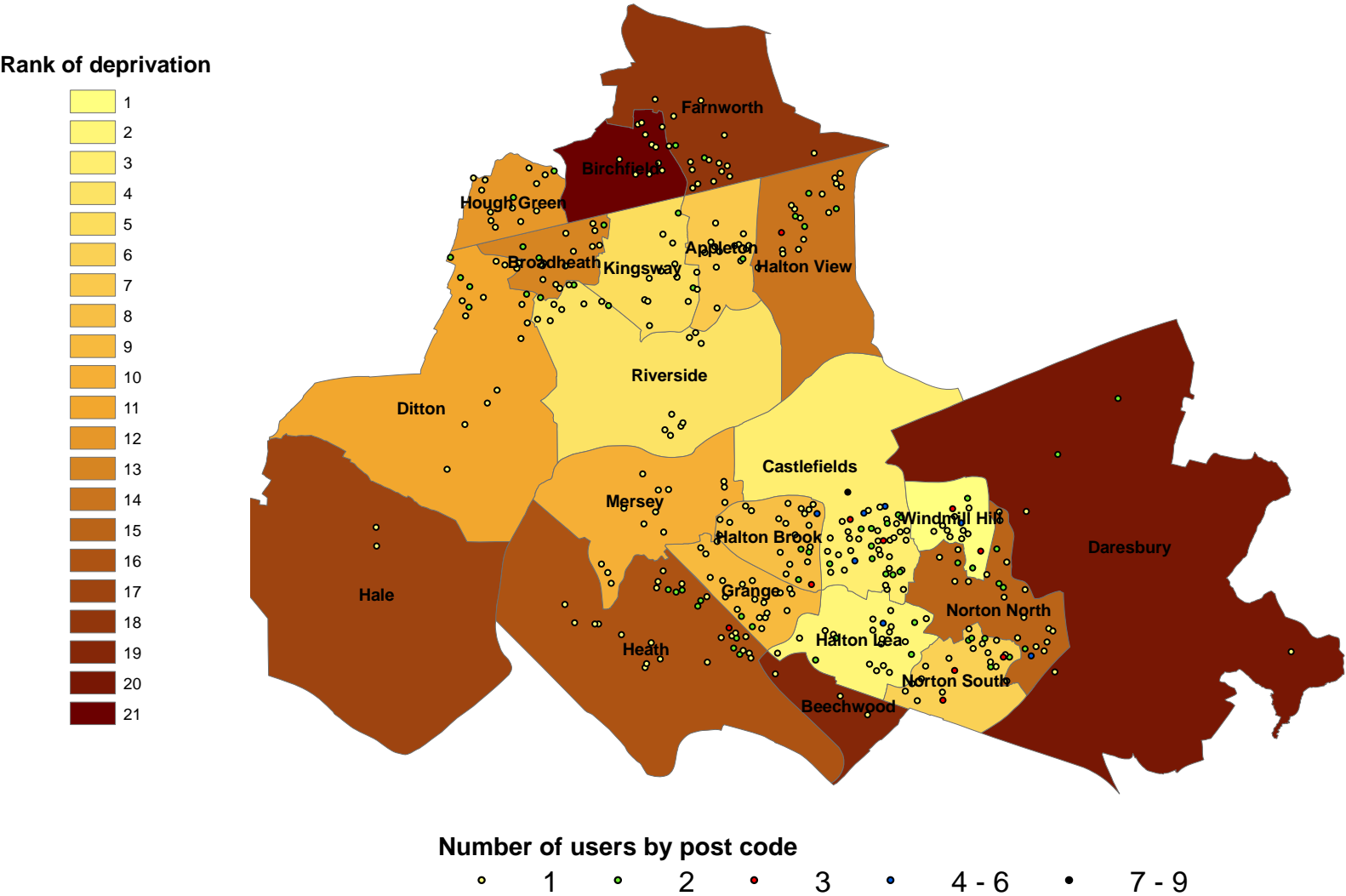


Table 3.2.1 displays the percentage of registered people who subsequently accessed HHLP services in 2004/2005 by ward.

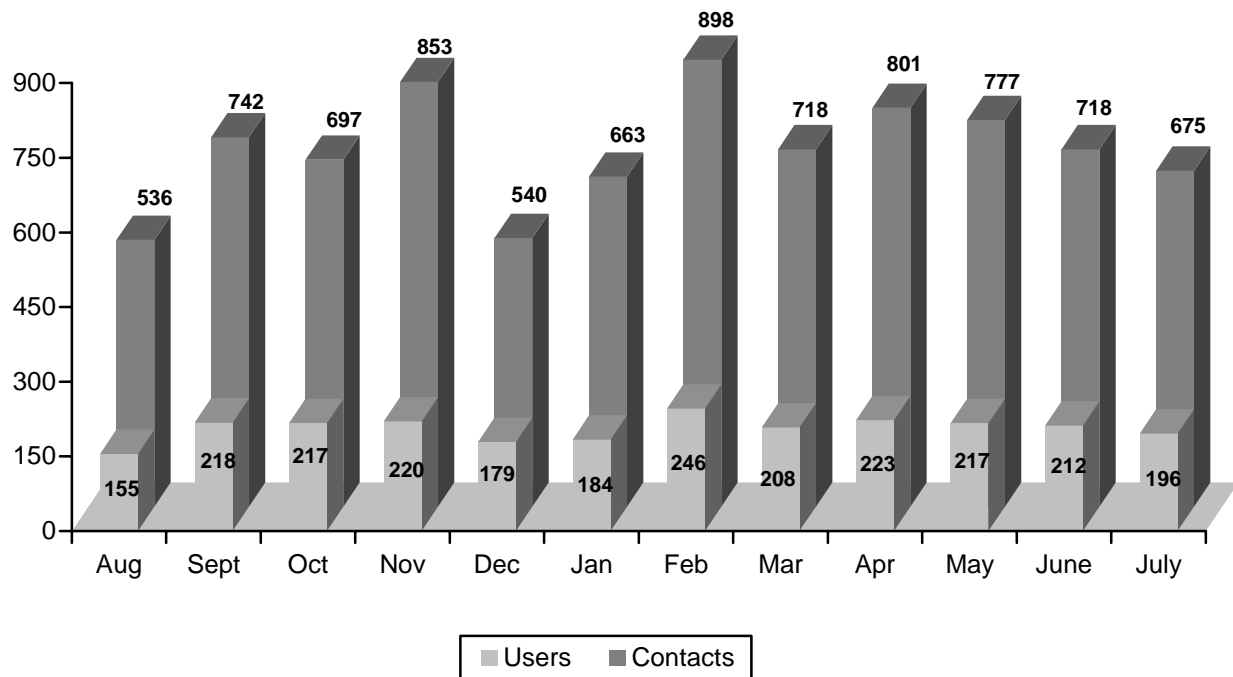
Table 3.2.1 Percentage of registered individuals using activities by ward in 2004/2005

Rank of deprivation	Ward	Percentage of registrations
3	Castlefields	66
21	Birchfield	65
16	Heath	63
2	Halton Lea	60
18	Farnworth	56
1	Windmill Hill	53
13	Broadheath	52
17	Hale	50
11	Ditton	47
8	Halton Brook	46
7	Appleton	45
14	Halton View	42
6	Norton South	41
12	Hough Green	39
15	Norton North	38
4	Riverside	37
20	Daresbury	35
10	Mersey	34
9	Grange	32
5	Kingsway	30
19	Beechwood	21

Table 3.2.1 indicates that level of service usage by ward does not appear to be related to deprivation rank.

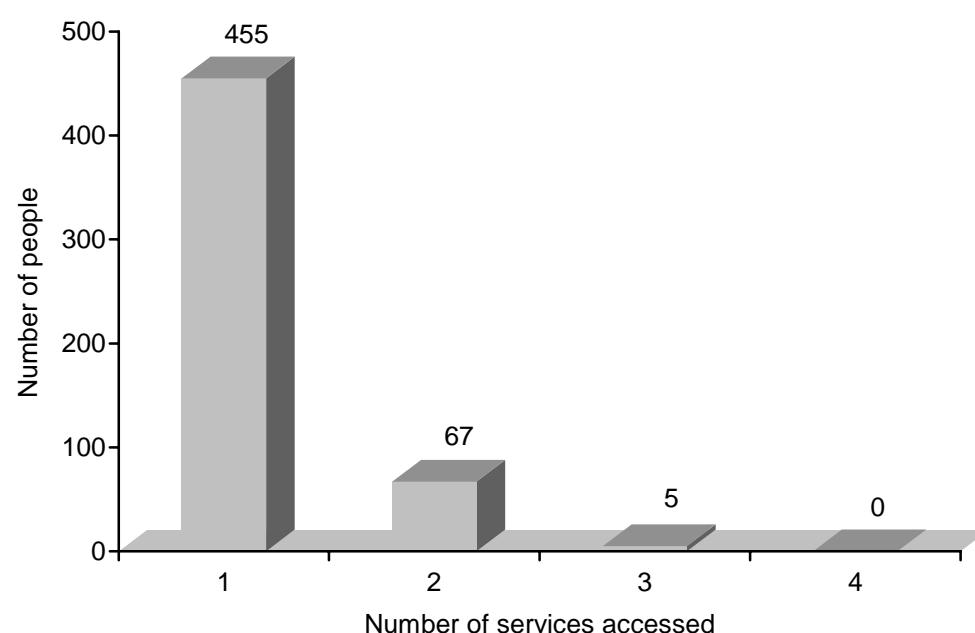
Over the course of the year, each time a person attended a HHLP activity, a contact was recorded on the database. This enabled the number of people who used HHLP activities and the patterns of use each month to be illustrated, as shown in Figure 3.2.2. For example, in December 179 people made 540 contacts. Contacts with HHLP are explored further in Section 3.4.

Figure 3.2.2 Number of service users by month and total contacts



HHLP team hope that after people use one HHLP activity they will participate in activities in other strands i.e. Arts, Food, Physical Activity and Complementary Therapy. However, results from the 2003/2004 reach report indicated that this did not occur with the majority (89%) of service users participating in activities from an individual strand. Figure 3.2.3 illustrates the number of different service strands accessed in August 2004 to July 2005. Once again it is clear that the majority of people have specific needs and stay within one strand of HHLP.

Figure 3.2.3 Number of strands accessed by users



Of the 72 people who accessed more than one strand, 60 (83%) people accessed Recharge¹ as one of the activities, so aspects of Recharge appear to encourage people to try activities from other strands. More consideration could be given to how strands can advertise the activities of other strands.

When examining the number of different strands used by how the member contacted HHLP, none of the 91 members who registered through the Allotments service made use of any other activity or service strand i.e. Physical Activities, Arts, or Complementary Therapy services. Recharge reported the highest level of users going on to access additional services (33%). Table 3.2.3 highlights the number of members registering and using HHLP activities.

¹Although Recharge is not a main strand of HHLP, it has been developed by the Arts, Food, Physical Activity and Complementary Therapy co-ordinators, providing a monthly multi-strand activity. Recharge has attracted many users and HHLP staff requested that details of this service be recorded separately.

Table 3.2.2 Number of registered members accessing services by initial contact

How member contacted	Number registered	Number of users	Percentage of non-users
Physical Activity	111	95	14
Allotments (Food)	91	0	100
Art	67	56	16
Energise (CT)	60	28	53
GP Referral (CT)	54	49	10
New Carer (CT)	73	45	38
Recharge	59	51	14
Food	31	17	45
Total	546	341	38

3.2.1 Gender of services users

Of all service users, 451 (86%) were female and 76 (14%) were male. 33% of all males who registered participated in an activity in 2004/2005 compared to 58% of all females.

3.2.2 Age of service users

Of the 527 service users:

- 324 (61%) service users were aged between 16 and 65 years old;
- 163 (31%) were aged over 65;
- 3 (1%) were under the age of 16;
- 37 (7%) failed to disclose their age.

Of those people registered over the age of 65, 61% used activities, whilst 41% of those aged between 16 and 65 participated as did 21% of those under 16 years old.

3.2.3 Disabled service users

Of those 161 people who identified themselves as being disabled when registering, 85 (53%) used activities, accounting for 16% of all service users.

Of disabled service users:

- 71 (84%) were female;
- 14 (16%) were male.

3.2.4 Ethnicity of service users

Of those 37 people who registered from ethnic groups other than White-British, 14 (38%) used activities, accounting for 2.7% of all service users. Such a figure reflects favourably with the population of Halton which has a low representation of ethnic minorities at 1.2% of the population. Eighty-seven people failed to disclose their ethnicity when completing the registration form.

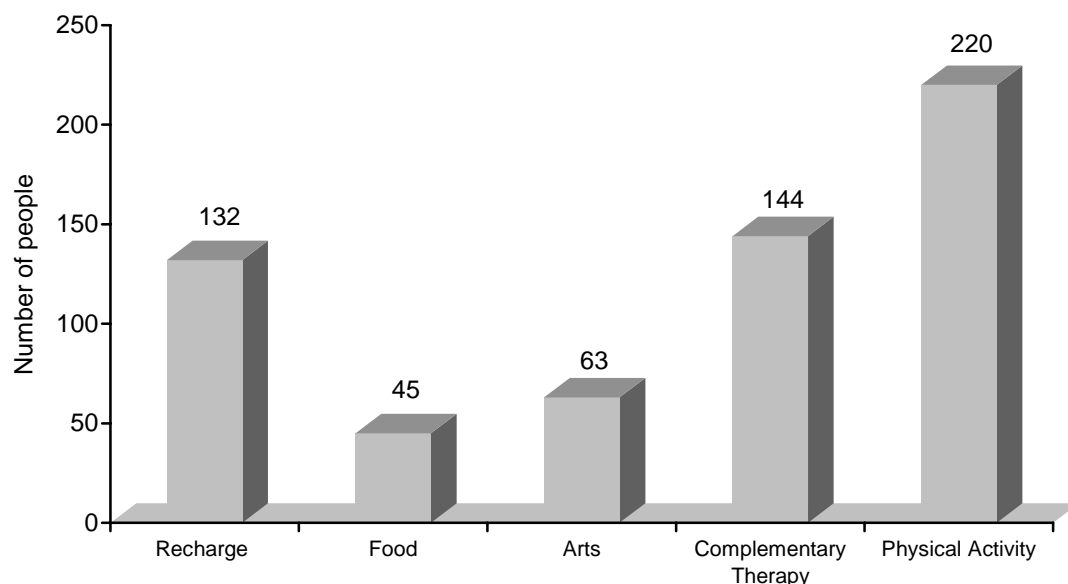
Of these service users:

- 12 (86%) of non White-British users were female;
- 2 (14%) of non White-British users were male.

3.3 Strands used

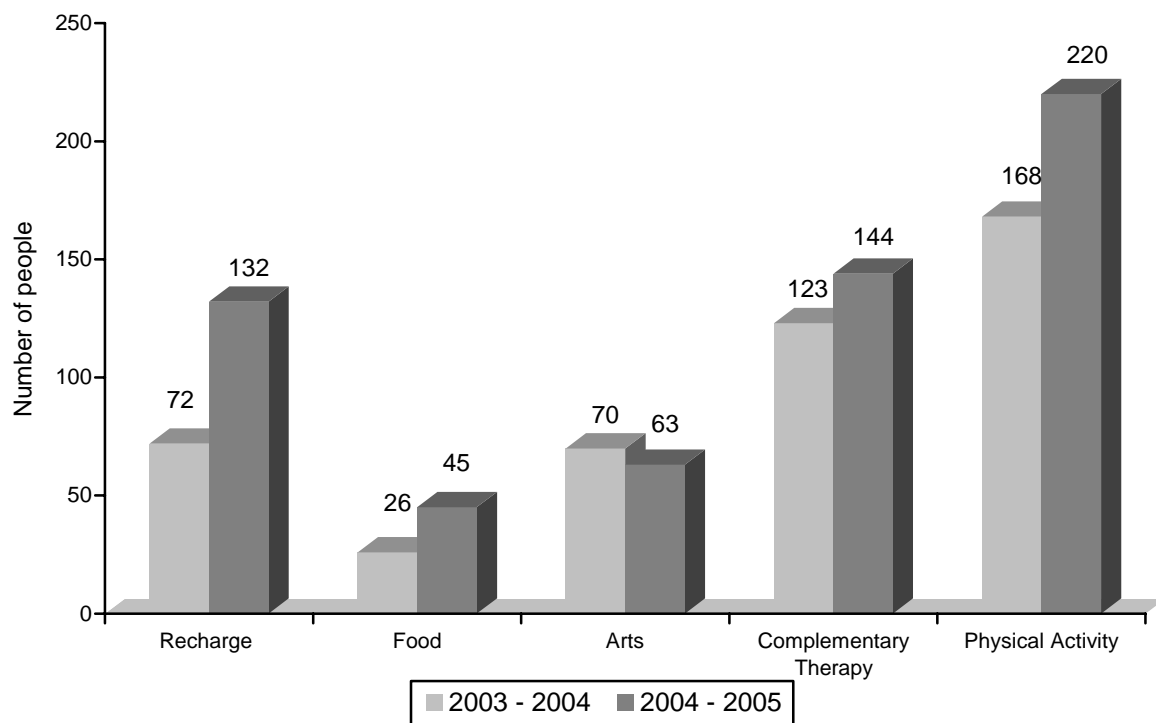
When looking at the number of users for each strand individually, Physical Activity was accessed by 220 (42%) of all users, 144 (27%) accessed Complementary Therapy, 132 (25%) accessed Recharge sessions, 63 (12%) accessed Arts and 45 (9%) accessed services provided by Food. The percentages do not equal 100% due to some service users accessing activities in more than one strand. These figures are illustrated in Figure 3.3.1.

Figure 3.3.1 Service users by service strand



The change in the number of service users for each service strand between 2003/2004 and 2004/2005 are illustrated in Figure 3.3.2.

Figure 3.3.2 Number of users by service strand in 2003/2004 and 2004/2005



A 28% increase in the number of service users was observed in 2004/2005 from the previous year. All of the strands experienced increase in the number of service users with the exception of the Arts which had a 10% decrease in service users. Recharge had the largest gain in services users of 83%, closely followed by Food with 73%.

3.3.1 Recharge users

Recharge is a monthly multi-strand event. Recharge is aimed at people with existing health problems and carers. Characteristics of the Recharge service users are illustrated in the following figures.

132 people accessed Recharge services:

- 118 (89%) users were female;
- 14 (11%) users were male.
- 60 (45%) users were aged between 16 and 65;
- 69 (52%) users were over 65 years old;
- 3 (2%) people failed to disclose their age.

3.3.2 Food users

Food has continued to work towards increasing the opportunities for the community to access good quality, affordable food. Activities in 2004/2005 have included: free fruit and swim run in conjunction with Halton Borough Council aimed at school children in the holidays; healthy eating awareness activities including making a healthy school lunch box; seasonal recipe cards and allotment open days. As in 2003/2004, the majority of the work undertaken by the Food strand took place at large scale events which were recorded on the events database, which is presented in Section 3.7. Food activities users that were registered on the database are illustrated in the following figures.

45 people accessed Food activities:

- 37 (82%) users were female ;
- 8 (18%) users were male.
- 29 (64%) users were aged between 16 and 65;
- 14 (31%) users were over 65 years old;
- 2 (4%) people failed to disclose their age.

3.3.3 Arts users

The Arts has introduced a number of new initiatives in 2004/2005 including a diverse programme targeting vulnerable young people. Shift, a presentation of film, dance and music was produced by young people in Halton. Time for me continued to run in 2004/2005, with sessions aimed at helping young mothers' with postnatal depression, along with an adult creative writing group called Scribes and Scribblers. Arts activity users are illustrated in the following figures.

- 63 people accessed Arts activities;
- 61 (97%) users were female;
- 2 (3%) users were male.
- 52 (83%) users were aged between 16 and 65;
- 11 (17%) users were over 65 years old.

3.3.4 Complementary Therapy users

Complementary Therapy uses natural techniques of massage, movement, energy alignment and herbalism to help rebalance the body and mind. Sessions provided in 2004/2005 included: reiki; stress busting pamper sessions aimed at carers; hand massage training in conjunction with Age Concern; and a well being presentation for mental health carers. Complementary Therapy activity users are illustrated in the following figures.

144 people accessed Complementary Therapy activities:

- 132 (92%) users were female;
- 12 (8%) users were male.
- 116 (81%) users were aged between 16 and 65;
- 24 (17%) users were aged over 65 years old;
- 4 (3%) people failed to disclose their age.

3.3.5 Physical Activity users

Physical Activity has continued to work to help people to improve well being and quality of life. Activities undertaken in 2004/2005 included New Body, an exercise session for young people aged 11-18 and Junior Combat for those aged 8-13. Other sessions have included: yoga; GEE-up (Gentle Easy Exercise) for older people; aqua fit; healthy walks; and hearts table tennis for older adults. Physical Activities users are illustrated in the following figures.

220 people accessed Physical Activities:

- 176 (80%) users were female;
- 44 (20%) users were male.
- 99 (45%) users were aged between 16 and 65;
- 92 (42%) users were over 65 years old;
- 3 (1%) users were under 16 years old;
- 26 (12%) people failed to disclose their age.

3.4 Contacts

During the 2004/2005 period an increase in the total number of contacts was observed when compared to the previous year. A total of 8,618 contacts were made by the 527 service users in 2004/2005. Service contacts for both 'reach' reports are shown by each strand in Table 3.4.1.

Table 3.4.1 Contacts made through each strand in 2004/2005 compared to 2003/2004

Service	Contacts 2003/2004	Contacts 2004/2005	% change
Recharge	954	2228	+75*
Food	139	153	+10
Arts	383	389	+2
Complementary Therapy	841	797	-5
Physical Activity	2831	5051	+78
Total	5148	8618	+67

*Recharge percentage increase calculated on recharge figure for 03/04 equalling 1272. Previous calculation based on 3 strands at recharge, 04/05 contacts are multiplied by four to count as a contact for each of the four strands delivering at Recharge.

In 2004/2005 there was a 67% increase in service user contacts on the previous year. Physical Activity saw the largest increase in contacts (78%). Despite an increase in service users there was a small decrease in contacts (5%) for Complementary Therapy.

3.4.1 Gender of contacts

From the total of 8,618 contacts, males made 23% of all contacts, despite only accounting for 14% of all services users. A breakdown of contacts by gender is illustrated in the following figures:

- 6,594 (77%) contacts were made by females;
- 2,024 (23%) contacts were made by males.

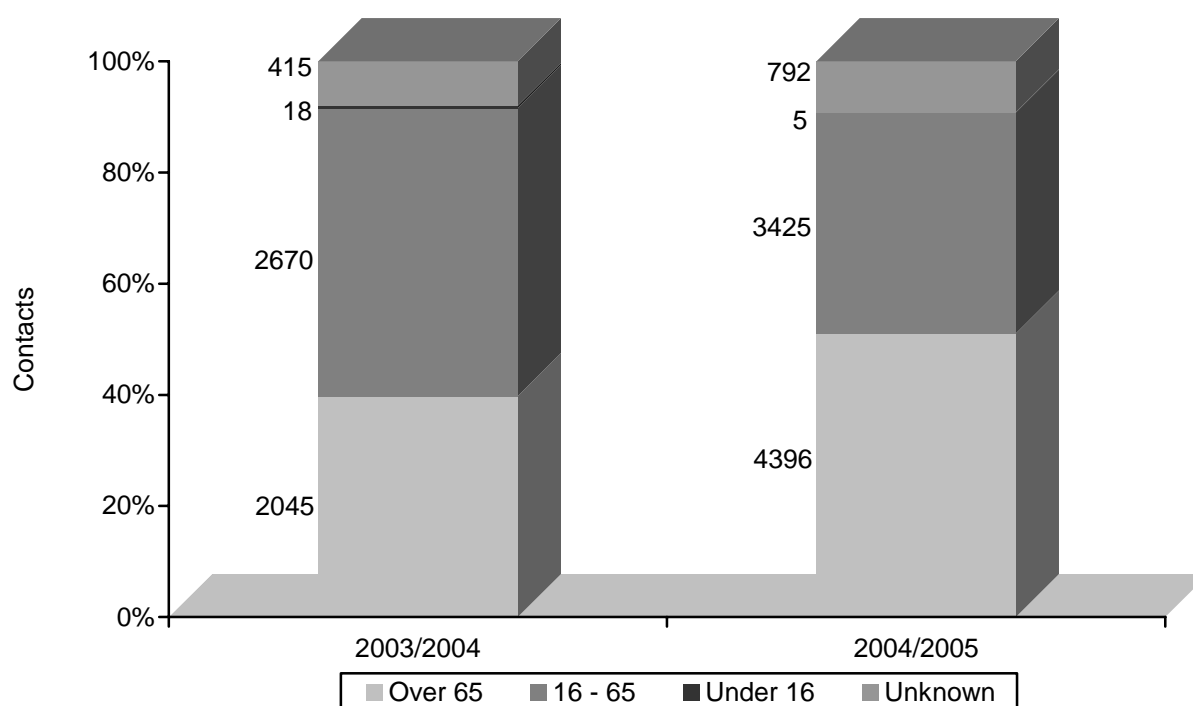
3.4.2 Age of contacts

Those people over the age of 65 accounted for 51% of the contacts despite accounting for just 24% of service users, whilst those aged between 16 and 65 accounted for 40% of all contacts despite accounting for 61% of service users. A breakdown of the age of contacts is illustrated in the following figures:

- 3,425 (40%) contacts were made by people aged between 16 and 65;
- 4,396 (51%) contacts were made by people over 65;
- 5 (1%) contacts were under 16 years old;
- 792 (9%) contacts were not identifiable by age.

The age distribution of contacts for both 2003/2004 and 2004/2005 is illustrated in Figure 3.4.2.1.

Figure 3.4.2.1 Age distribution of contacts for 2003/2004 and 2004/2005



3.4.3 Disabled user contacts

1,535 contacts were made by disabled users. Disabled users contacts are illustrated in the following figures:

- 1,304 (85%) contacts were made by disabled female users;
- 231 (15%) contacts were made by disabled male users.

3.4.4 Ethnicity of user contacts

183 contacts were made by users from ethnic groups other than White-British. The contacts made by gender did not reflect the 86% female and 14% male ratio of non White-British users. However, caution should be used when interpreting these results due to the small numbers involved. The gender of ethnic group user contacts other than White-British are illustrated in the following figures:

-
- 178 (97%) contacts were made by females classified as other than White-British;
 - 5 (3%) contacts were made by males classified as other than White-British.

3.5 Service strand contacts

When looking at the number of contacts made for each service strand, 59% of all contacts were made through Physical Activity sessions, 26% of contacts came through Recharge, 9% through Complementary Therapy sessions, 5% through Arts and 2% of contacts came through Food.

3.5.1 Recharge contacts

2,228 contacts were made through Recharge. 66% of contacts were made by participants over 65 years old, despite this age group accounting for 52% of Recharge users. Recharge contacts are illustrated in the following figures:

- 1,968 (88%) contacts were made by females;
- 260 (12%) contacts were made by males.
- 656 (29%) contacts were made by participants aged between 16 and 65;
- 1,464 (66%) contacts were made by participants over 65 years old.
- 108 (5%) contacts were not identifiable by age.

3.5.2 Food contacts

153 contacts were made by Food. When analysing the contacts by gender they closely reflect the 82% female and 18% male ratio of registered Food users. All of the users of Food activities were aged between 16 and 65. Food contacts are illustrated in the following figures:

- 124 (81%) contacts were made by females;
- 29 (19%) contacts were made by males.
- 116 (76%) contacts were aged between 16 and 65;
- 34 (22%) contacts were over 65 years old;
- 3 (2%) contacts were not identifiable by age.

3.5.3 Arts contacts

389 contacts were made by Arts. When analysing the contacts by gender they closely reflect the 97% female and 3% male ratio of Arts users. 29% of all Arts

contacts were made by those aged over 65 despite only 17% of Arts users being aged over 65 years. Arts contacts are illustrated in the following figures:

- 366 (94%) contacts were made by females;
- 23 (6%) contacts were made by males.
- 275 (71%) contacts were aged between 16 and 65;
- 114 (29%) contacts were over 65 years old.

3.5.4 Complementary Therapy contacts

797 contacts were made by Complementary Therapy. When analysing the contacts by gender they closely reflect the 92% female and 8% male ratio of Complementary Therapy users. Complementary Therapy contacts are illustrated in the following figures:

- 725 (91%) contacts were made by females;
- 72 (9%) contacts were made by males.
- 624 (78%) contacts were aged between 16 and 65;
- 154 (19%) contacts were over 65 years old;
- 19 (2%) contacts were not identifiable by age.

3.5.5 Physical Activity contacts

5,051 contacts were made by the Physical Activity strand. 32% of all contacts were made by males, despite males accounting for just 20% of the Physical Activity users. Contacts made by age showed a higher uptake from those aged over 65, accounting for 52% of all Physical Activity contacts, yet only 35% of Physical Activity users (although 13% of contacts were not identifiable by age). Physical Activity contacts are illustrated in the following figures:

- 3,411 (68%) contacts were made by females;
- 1,640 (32%) contacts were made by males.
- 1,754 (35%) contacts were aged between 16 and 65;
- 2,630 (52%) contacts were over 65 years old;
- 5 (1%) contacts were under 16 years old;
- 662 (13%) contacts were not identifiable by age.

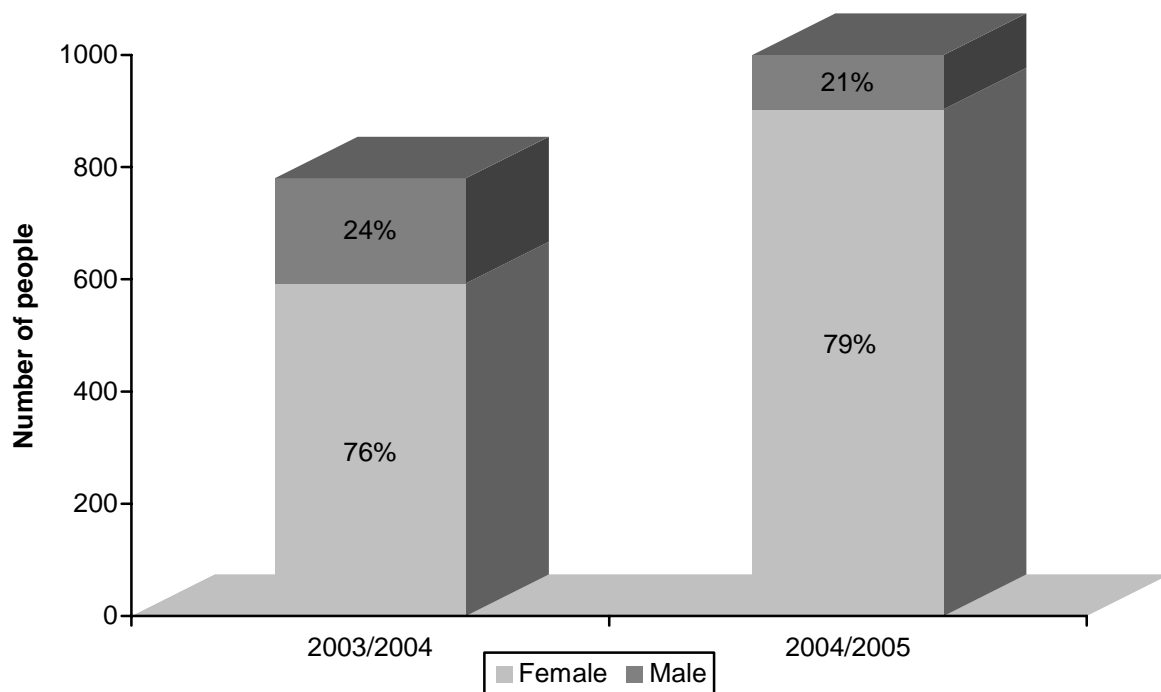
3.6 Analysis of service use by registration period

The registrations, use of services and contacts have been broken down by six monthly periods and compared with activity service patterns to establish if those members who registered during the period of the first reach report (August 2003 to July 2004) have continued to access services.

3.6.1 Registration by gender

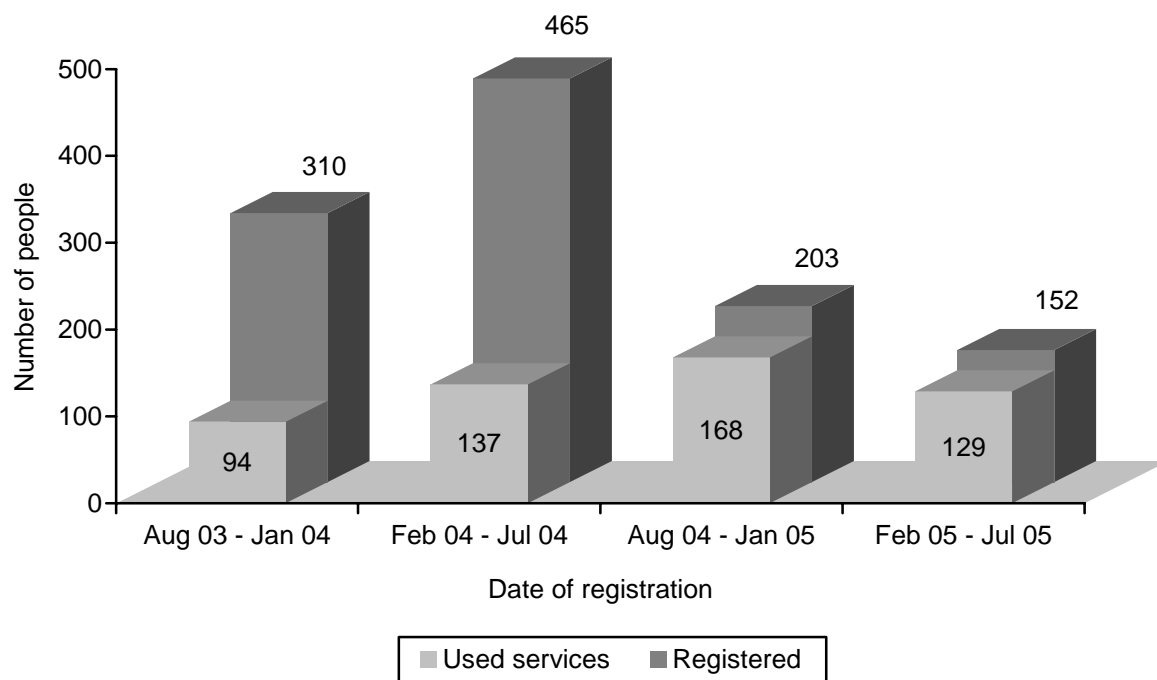
There has been an increase in the percentage of females registered with the service from 76% in 2003/2004 to 79% in 2004/2005, as illustrated in Figure 3.6.1.

Figure 3.6.1 Registration by gender (2003/2005)



When examining members who had accessed services, the majority of those members who had registered over the past 12 months had used services as illustrated in Figure 3.6.2.

Figure 3.6.2 Registration and service usage in 2004/2005 by registration period



As illustrated in Figure 3.6.2, more people who registered in 2004/2005 went on to use services in the current year than those who registered in 2003/2004. Of those who registered in 2004/2005, 84% accessed activities in 2004/2005 compared to 30% of those who registered during 2003/2004 who continued to use activities.

When examining the number of contacts made by the time of registration, the pattern is for those who have used HHLP longer to average a greater number of contacts in 2004/2005, as illustrated in Figure 3.6.3.

Figure 3.6.3 Average number of contacts per person by registration period (2004/2005)

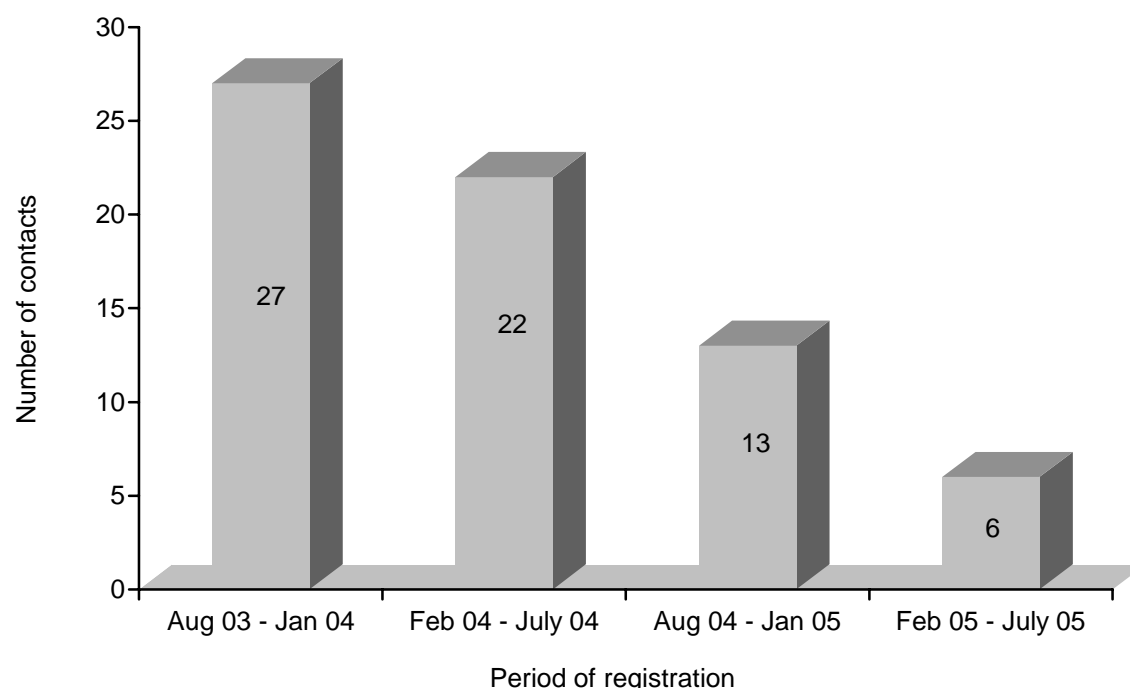


Figure 3.6.3 shows that among members who registered and used services between August 2004 and January 2005 the average number of contacts were significantly lower than those who registered and continue to use services from the first year of registrations (August 2003 to July 2004).

3.7 Events

Users and contacts by strands (Figure 3.3.1 and Table 3.4.1) do not accurately reflect all of the work undertaken by HHLP. Many contacts are made by HHLP staff at community events taking place in venues such as schools, community centres and sports facilities, where it is not always possible to record individual contacts. In an attempt to audit this activity, estimates are made at such functions about the number of people who take part in activities and where possible actual numbers are recorded. The Food strand of HHLP carries out the majority of its activities at such events, so most of Food's activities are reflected here. Contacts for Food made up 47% of all events contacts, Physical Activity accounted for a further 37%, Complementary Therapy 9% and Arts providing 6%. Table 3.7.1 illustrates the contacts made by each strand at events.

Table 3.7.1 Number of Events held in 2003/2004 and 2004/2005

Service	Number of Events 2003/2004	Number of Events 2004/2005
Food	234	53
Arts	30	6
Complementary Therapy	19	18
Physical Activity	10	11
Total	294	65

*Total number of event will not tally due to services attending the same event

The work by the Food strand is undertaken in a variety of community settings and with a wide range of ages. Once again, as in 2003/2004, 98% of Food contacts were made through events and not through individual contacts with registered users. Fifty-three events were undertaken by Food, including events held in schools, community centres and allotments. Table 3.7.2 illustrates the contacts made through events in 2003 - 2005.

Table 3.7.2 Contacts made through Events in 2003-2004 and 2004-2005

Service	Events contacts 2003-2004	Events contacts 2004-2005	Percentage change
Food	9024	8452	-6%
Arts	2074	1137	-45%
Complementary Therapy	326	1669	+511%
Physical Activity	640	6588	+1020%
Total	12064	17846	+48%

Physical Activity saw a large increase in the number of contacts made through events in 2004/2005, accounting for 57% of all Physical Activity contacts. Arts is another strand which had the majority of its contacts through events, with 75% of all contacts being made in this manner. The total number of Arts contacts through events decreased in 2004/2005.

When examining contact data, consideration should be given to the nature of a contact and how that might impact on the numbers seen. For example, many Complementary Therapy services may need to be delivered on an individual basis, whereas Physical Activity sessions can be delivered on a group basis.

4 Conclusion

The continued monitoring of HHLP has enabled a detailed picture of the work undertaken in the past two years to be established. This analysis provides an audit of the activities which can inform future development and planning of HHLP.

Registrations increased from 780 in 2003/2004 to 1,136 in 2004/2005, an increase of 46%. There were increases in the number of registrations from every ward. There is some indication that registrations are higher in wards with a higher deprivation ranking. HHLP has continued to see a greater increase in the number of females registering with the service when compared to males. Currently, 79% of those registered are female, up 2% on 2003/2004. The age range of members has remained constant in comparison to 2003/2004, whilst the level of ethnic minority groups and disabled people has seen a small increase. Although numbers are relatively small, such findings reflect that those who are disabled and/or from ethnic minorities are well represented when compared to the Halton population.

When monitoring service users, there are issues highlighted that may be worthy of consideration for future planning. There has been a drop in the overall percentage of members registered with HHLP who subsequently access services. Within the current year (2004/2005), 46% of all registered members accessed services in comparison to 53% in 2003/2004. Since the development of the recording system to identify how people make their initial contact with HHLP and their subsequent use of activities, the data show that people who make contact through Allotments do not use any other HHLP activities. The number of Allotment users registering during 2004/2005 may partly explain this fall in the percentage of users. In all strands it would appear there are activities which attract people to register who subsequently fail to use the service. A significant percentage of those who initially registered with HHLP through Energise (53%, Complementary Therapy strand) Food (45%) and New Carers (38%, Complementary Therapy strand) failed to use any activities after registration. Targeting those members who register with HHLP but do not use any activities could lead to an increase in the number of service users.

A further reason behind the drop in service use is that only 30% of those who registered in 2003/2004 continued to use services in 2004/2005. This compares to 84% of those who registered in 2004/2005 who went on to access services. This is a challenge facing many programmes and highlights the need to invest time in both recruiting new users and sustaining the interest of existing users. Qualitative work

could be used to identify ways to encourage non-users and remove barriers preventing people becoming actively involved in HHLP.

Comparisons with 2003/2004 show that although only a small number of all the males who register with HHLP use services there is a core of dedicated males users, who use services regularly. Attracting males to register with HHLP could be seen as an area of potential development in 2005/2006. In addition, the pattern of activity use has changed with more people aged over 65 likely to be more frequent users, accounting for 51% of all contacts whilst accounting for just 31% of members. Such a growth is disproportionate to the number of new members registering with the service. Subsequently, further work could be undertaken to identify ways to actively encourage members and potential members aged 16-65 to access HHLP.

As reported in 2003/2004, the majority of users accessed a single service strand rather than attempting to cross boundaries into other service strands. 85% of the 527 service users accessed just one strand. Once again it may be useful to establish ways of encouraging services users to use activities in other strands. Whilst Recharge provides the opportunity to experience all strands of activity, it is apparent the majority of individuals are unwilling to deviate from the strand they know. Alternative methods could be used in an attempt to broaden individuals' experiences within HHLP.

All strands showed increases in the total number of contacts made in 2004/2005, either through individual contacts or events. The Arts strand appeared to have a large drop in numbers through events in 2004/2005. However, this was due to the Art co-ordinator being on maternity leave for a large proportion of the time, and a limited number of new initiatives were introduced. Physical Activity saw the largest increase in the number of contacts made through events in 2004-2005, accounting for 57% of all Physical Activity contacts. The success of the Physical Activity strand could suggest it become a vehicle for marketing and promoting alternative service strands.

It can be concluded that HHLP is continuing to make progress towards targeting vulnerable groups and encouraging the most disadvantaged 20% of the population to participate in healthy living activities. A third 'reach' report will be produced after the end of July 2006. It will be possible to continue to monitor the progress of registrations and contacts in order to establish the ability of HHLP to provide support for the residents and workers of Halton.

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Appendix 1

Registration form

HEALTHY LIVING PROGRAMME MEMBERSHIP FORM

Halton's Healthy Living Programme was set up with help from The New Opportunities Fund. We were given the funding on condition that we reach all of the local community with our projects.

To do this, we need some basic facts about the people who use the projects, such as the area they live in, their ages and ethnic groups. To help with this, please would you complete the form below by ticking the boxes or writing in the spaces provided. We will then send you a **membership card** to bring each time you use **Healthy Living Programme** activities. **Information you give us is completely confidential. It will not be shared with anyone else or used for any reason other than to record project use.**

- 1 Title.....Mr/Mrs/Ms (please circle)
- 2 First name.....
- 3 Family Surname.....
- 4 Address.....
.....
.....Postcode.....
- 5 Date of birth...../...../.....
- 6 Are you Male ☐Female ☐
- 7 Are you registered disabled? Yes ☐ No ☐ → Go to Q8
 If yes, please give brief details
 (optional).....



8 Which ethnic group do you belong to? Please tick one box.

White	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
British	Irish	Other White	
Black	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caribbean	African	Other Black	
Asian	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Indian	Bangladeshi	Pakistani	
Other Asian	<input type="checkbox"/>		
Chinese	<input type="checkbox"/>		
Any other ethnic group	<input type="checkbox"/>		

9 Is this the first time you've used the Healthy Living Programme?
 Yes ☐ No, I've used it before ☐

Finally, if you would like us to send you details about new groups or events, please tick the boxes below:

- ☐ All groups/courses or events
☐ Physical Activities ☐ Food
☐ Complementary Therapies ☐ Arts

*Thank you for becoming a member of
 Halton's Healthy Living Programme*

Appendix 2
Quarterly analysis of August 2004 to July 2005 data

A2.1 First Quarter Analysis: August 2004 to October 2004

Table A2.1 Gender of 1st quarter service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	46	7	53	384	68	452
Food	7	4	11	22	6	28
Arts	30	1	31	99	2	101
Complementary Therapy	53	5	58	153	7	160
Physical Activities	115	33	148	862	372	1234
All	240	49	289	1424	438	1862

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 83% of all users were female and 17 male.
- 76% of all contacts were made by females with 24% by males.

Table A2.1.2 Age of 1st quarter service users and contacts

Service	Users				Contacts			
	16 - 65	Over 65	Under 16	Grand Total	16 - 65	Over 65	Under 16	Grand Total
Recharge	21	29	0	53	116	316	0	452
Food	10	1	0	11	27	1	0	28
Arts	21	9	0	31	76	25	0	101
Complementary Therapy	48	7	0	28	128	24	0	160
Physical Activities	56	64	2	148	414	638	4	1234
All	150	106	2	289	732	925	4	1862

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 52% of users were aged between 16 and 65, 36% were aged over 65 and 11% failed to disclose their age.
- 50% of all contacts were made by those aged over 65, 39% were made by those aged between 16 and 65 and 11% failed to disclose their age.

Additionally the following information was extracted from the 1st quarter database (August 2003 to October 2003).

- 46 (16%) users identified themselves as disabled accounting for 317 (17%) of all contacts made.
- 6 (2%) users were from an ethnic group other than White-British accounting for 31 (2%) contacts. 8% of users did not disclose ethnicity, accounting for 8% of all contacts.

A2.2 Second Quarter Analysis: November 2004 to January 2005

Table A2.2.1 Gender of 2nd quarter service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	57	9	66	488	80	568
Food	16	2	18	34	6	40
Arts	31	2	33	85	7	92
Complementary Therapy	58	6	64	188	25	213
Physical Activities	109	35	144	749	394	1143
All	245	51	296	1422	492	1914

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 83% of all users were female and 17% male.
- 74% of all contacts were made by females with 26% by males.

Table A2.2.2 Age of 2nd quarter service users and contacts

Service	Users				Contacts			
	16 - 65	Over 65	Under 16	Grand Total	16 - 65	Over 65	Under 16	Grand Total
Recharge	30	34	0	66	184	352	0	568
Food	9	8	0	18	26	13	0	40
Arts	23	10	0	33	59	33	0	92
Complementary Therapy	53	10	0	64	173	36	0	213
Physical Activities	57	67	0	144	416	600	0	1143
All	160	112	0	296	809	946	0	1914

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 54% of users were aged between 16 and 65, 38% were aged over 65 and 8% failed to disclose their age.
- 49% of all contacts were made by those aged over 65, 42% were made by those aged between 16 and 65 and 8% failed to disclose their age.

Additionally the following information was extracted from the 2nd quarter database (August 2003 to October 2003).

- 48 (16%) users identified themselves as disabled accounting for 316 (17%) of all contacts made.
- 8 (3%) users were from an ethnic group other than White-British accounting for 46 (2%) contacts. 9% of users did not disclose ethnicity upon registration.

A2.3 Third Quarter Analysis: February 2005 to April 2005

Table A2.3.1 Gender of 3rd quarter service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	70	8	78	552	60	612
Food	10	1	11	24	1	25
Arts	32	2	34	32	2	34
Complementary Therapy	62	7	69	208	25	233
Physical Activities	133	34	167	133	34	167
All	272	49	321	1756	508	2264

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 85% of all users were female and 15% male.
- 78% of all contacts were made by females with 22% by males.

Table A2.3.2 Age of 3rd quarter service users and contacts

Service	Users				Contacts			
	16 - 65	Over 65	Under 16	Grand Total	16 - 65	Over 65	Under 16	Grand Total
Recharge	29	47	0	78	164	420	0	612
Food	3	8	0	11	13	12	0	25
Arts	23	11	0	34	72	35	0	107
Complementary Therapy	53	14	0	69	182	47	0	233
Physical Activities	71	77	0	167	521	737	0	1440
All	169	130	0	321	911	1146	0	2264

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 53% of users were aged between 16 and 65, 40% were aged over 65 and 7% failed to disclose their age.
- 51% of all contacts were made by those aged over 65, 40% were made by those aged between 16 and 65 and 9% failed to disclose their age.

Additionally the following information was extracted from the 3rd quarter database (February 2004 to April 2004).

- 53 (17%) users identified themselves as disabled accounting for 378 (17%) of all contacts made.
- 8 (2%) users were from an ethnic group other than White-British accounting for 48 (2%) contacts. 83% of users did not disclose ethnicity, accounting for 8% of all contacts.

A2.4 Fourth Quarter Analysis: May 2005 to July 2005

Table A2.4.1 Gender of 4th quarter service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	68	6	74	544	52	596
Food	14	4	18	44	16	60
Arts	19	1	20	87	2	89
Complementary Therapy	57	6	63	176	15	191
Physical Activities	105	36	141	785	449	1234
All	242	52	294	1500	521	2021

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 82% of all users were female and 18% male.
- 74% of all contacts were made by females with 26% by males.

Table A2.4.2 Age of 4th quarter service users and contacts

Service	Users				Contacts			
	16 - 65	Over 65	Under 16	Grand Total	16 - 65	Over 65	Under 16	Grand Total
Recharge	29	43	0	74	192	376	0	596
Food	15	2	0	18	50	8	0	60
Arts	15	5	0	20	68	21	0	89
Complementary Therapy	47	15	0	63	141	47	0	191
Physical Activities	58	65	1	141	403	655	1	1234
All	155	117	1	294	806	1013	1	2021

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 54% of users were aged between 16 and 65, 40% were aged over 65 and 7% failed to disclose their age.
- 50% of all contacts were made by those aged over 65, 40% were made by those aged between 16 and 65 and 10% failed to disclose their age.

Additionally the following information was extracted from the 4th quarter database (May 2004 to July 2004).

- 54 (18%) users identified themselves as disabled accounting for 162 (15%) of all contacts made.
- 21 (7%) users were from an ethnic group other than White-British accounting for 81 (4%) contacts. 16% of users did not disclose ethnicity, accounting for 10% of all contacts.

Appendix 3
**Six monthly analysis of registration and continued service
usage**

A3.1 First six monthly analysis: August 2003 to January 2004

- 313 people registered between August 2003 and January 2004.

Table A3.1 Gender of 1st quarter service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	36	4	40	804	108	912
Food	6	0	6	10	0	10
Arts	10	1	11	73	10	83
Complementary Therapy	18	1	19	112	10	122
Physical Activities	32	11	43	812	623	1435
All	78	16	94	1811	751	2562

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 30% of all those who registered used the service in 2004/2005;
- 83% of all users were female;
- 71% of all contacts were made by females.

Table A3.1.2 Age of 1st six monthly service users and contacts

Service	Users				Contacts			
	Under 16	16 – 65	Over 65	Grand Total	Under 16	16 - 65	Over 65	Grand Total
Recharge	0	19	21	40	0	236	676	912
Food	0	1	5	6	0	1	9	10
Arts	0	6	5	11	0	39	44	83
Complementary Therapy	0	13	6	19	0	77	45	122
Physical Activities	0	16	25	43	0	305	1019	1435
All	0	44	48	94	0	658	1793	2562

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 51% of users were aged over 65;
- 70% of all contacts were made by those aged over 65.

A3.2 Second six monthly analysis: February 2004 to July 2004

- 466 people registered between February 2004 and July 2004.

Table A3.2.1 Gender of 2nd six monthly service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	30	1	31	420	68	488
Food	7	0	7	33	0	33
Arts	2	0	2	28	0	28
Complementary Therapy	26	2	28	119	2	121
Physical Activities	70	18	88	1667	716	2383
All	116	21	137	2267	786	3053

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 29% of all those who registered used the service in 2004/2005;
- 85% of all users were female;
- 74% of all contacts were made by females.

Table A3.2.2 Age of 2nd six monthly service users and contacts

Service	Users				Contacts			
	Under 16	16 - 65	Over 65	Grand Total	Under 16	16 - 65	Over 65	Grand Total
Recharge	0	15	16	31	0	188	300	488
Food	0	5	1	7	0	30	2	33
Arts	0	0	1	2	0	0	22	28
Complementary Therapy	0	24	3	28	0	94	25	121
Physical Activities	2	31	35	88	2	851	1063	2383
All	2	69	44	137	2	1163	1412	3053

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 50% of users were aged between 16 and 65;
- 46% of all contacts were made by those aged over 65.

A3.3 Third six monthly analysis: August 2004 to January 2005

- 205 people registered between August 2004 and January 2005.

Table A3.3.1 Gender of 3rd six monthly service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	28	7	35	540	76	616
Food	16	7	23	53	27	80
Arts	22	1	23	162	13	175
Complementary Therapy	54	5	59	321	42	363
Physical Activities	44	8	52	733	203	936
All	143	25	168	1809	361	2170

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 82% of all those who registered used the service in 2004/2005;
- 85% of all users were female;
- 83% of all contacts were made by females.

Table A3.3.2 Age of 3rd six monthly service users and contacts

Service	Users				Contacts			
	Under 16	16 - 65	Over 65	Grand Total	Under 16	16 - 65	Over 65	Grand Total
Recharge	0	13	19	35	0	140	368	616
Food	0	14	8	23	0	55	23	80
Arts	0	18	5	23	0	127	48	175
Complementary Therapy	0	49	8	59	0	305	46	363
Physical Activities	1	25	22	52	3	349	500	936
All	1	110	47	168	3	976	985	2170

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 65% of users were aged between 16 and 65;
- 45% of all contacts were made by those aged over 65.

A3.4 Fourth six monthly analysis: February 2005 to July 2005

- 152 people registered between February 2005 and July 2005.

Table A3.4.1 Gender of 4th quarter service users and contacts

Service	Users			Contacts		
	Female	Male	Grand Total	Female	Male	Grand Total
Recharge	24	2	26	204	8	212
Food	8	1	9	28	2	30
Arts	27	0	27	103	0	103
Complementary Therapy	34	5	39	173	22	195
Physical Activities	30	7	37	199	98	297
All	114	15	129	707	130	837

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 85% of all those who registered used the service in 2004/2005;
- 88% of all users were female;
- 84% of all contacts were made by females.

Table A3.4.2 Age of 4th quarter service users and contacts

Service	Users				Contacts			
	Under 16	16 - 65	Over 65	Grand Total	Under 16	16 - 65	Over 65	Grand Total
Recharge	0	13	13	26	0	92	120	212
Food	0	8	0	9	0	28	0	30
Arts	0	27	0	27	0	103	0	103
Complementary Therapy	0	30	8	39	0	148	42	195
Physical Activities	0	26	11	37	0	215	82	297
All	0	100	27	129	0	586	244	837

* User totals for all services accounts for individuals accessing more than one service, thus columns will not tally.

- 78% of users were aged between 16 and 65;
- 70% of all contacts were made by those aged between 16 and 65.